



AUDIENCE EXTENSION

REACH IN-MARKET SHOPPERS WHEREVER THEY GO ONLINE

Retarget Autotrader & KBB.com shoppers with
your message across multiple devices.



Ad placements in site images are examples and may vary.

BENEFITS

- **Reach** engaged in-market automotive shoppers
- **Capture** a targeted lifestyle category
- **Qualified data** protected by fraud controls
- **Retarget** car shoppers on high-profile, in-network sites (CareerBuilder, A&E, Entertainment Tonight, CNN Money, CNBC, WebMD, etc.)
- **Enhanced reporting** capabilities (day part, audience demographics, geography to the DMA level and more)
- **Cross-platform** targeting

HOW IMPORTANT IS REACH?

Audience Extension provides an exclusive opportunity to
reach the qualified Autotrader and KBB.com shopper while
they're actually engaged in the shopping process.

- Partnerships with the top DSPs in the industry to ensure scale and frequency
- Weekly optimizations ensure both performance and delivery are on track
- Over 100,000 third-party audience segments to layer on top of Autotrader and Kelley Blue Book unique shopper data
- Look-alike modeling available to extend Autotrader and Kelley Blue Book audiences
- Ensure brand safety targeting with DBM
- Ability to measure and optimize to viewability and completion rate for video campaigns
- Activate a multi-channel campaign using cross-device audience segments for deeper engagement
- Find unique ways to reach your audience through Native advertising, social opportunities, video, and rich media creative

46%

of car shoppers use **multiple devices**

Source: 2016 Car Buyer Journey Study, IHS Automotive

Users exposed to a brand's messaging
across multiple screens were

25%

more likely to click on the brand's ads

Source: 2015 Tapad case study with Leading Auto Manufacturer

Continue the conversation with in-market consumers
and accelerate their decision with the combined power of
Autotrader, Kelley Blue Book and Audience Extension.

To learn more, visit OEMSolutions.AGameAutotrader.com/audience-extension